

ABSTRACT OF THE DISCLOSURE

An electronic commerce system provides for delivery of benefits in cross company marketing efforts to a user through the use of a value token, yet supports the privacy of the user. The system includes a club manager to register the user as a club member, to create the value token associating the club member with a benefit provided by an affiliate of the club manager, to cryptographically sign the value token to create a credential, and to communicate the credential to the affiliate for fulfillment of the benefit. The system also includes at least one affiliate of the club member to receive the credential including the value token from the club manager, the value token associating the user with entitlement to a benefit as a club member, to verify the authenticity of the credential, and to provide the benefit to the club member if the value token is valid. The benefits may include discounts on products and services, free goods and services, or other promotional items.